

Schedule-at-a-Glance

LMA25 provides three days of original, targeted legal marketing and business development education and plenty of networking opportunities! Below is a Schedule-at-a-Glance to help in your planning.

The LMA25 app will be available closer to the event so you can map out your education sessions and networking in advance of arriving in Washington, DC, and optimize your time!

New This Year: The Conference Kicks Off Wednesday Afternoon!

Plan to arrive early — the 2025 LMA Annual Conference begins on Wednesday, April 23, at 2:30 p.m. with an inspiring keynote general session. Don't miss the start of this year's transformative program!

Wednesday, April 23, 2025

Conference Registration	7:00 a.m. - 7:00 p.m.
Well-Being Room Open	7:00 a.m. - 7:00 p.m.
Pre-Conference Programs (Includes lunch)	8:00 a.m. - 2:00 p.m.
NEW! CMO Experience	Noon - 7:00 p.m.
General Session	2:30 p.m. - 3:30 p.m.
Breakout Sessions	3:45 p.m. - 4:30 p.m.
Meet-Ups <ul style="list-style-type: none">➔ CMO➔ First-Time Attendees➔ Small Team/Solo Travelers➔ Speakers	4:30 p.m. - 5:15 p.m.
Welcome Reception in Marketplace	5:15 p.m. - 7:00 p.m.
Open Evening: Regional and SIG Meet-Ups	7:30 p.m. - 9:00 p.m.

Thursday, April 24, 2025

Conference Registration	7:45 a.m. - 5:00 p.m.
Well-Being Room Open	8:15 a.m. - 5:00 p.m.
General Session	8:30 a.m. - 9:45 a.m.
Marketplace	9:45 a.m. - 5:00 p.m.
Networking Break in Marketplace	9:45 a.m. - 10:15 a.m.
Breakout Sessions	10:15 a.m. - 11:30 a.m.
Breakout Sessions	11:45 a.m. - 12:15 p.m.
Lunch	12:15 p.m. - 1:45 p.m.
Breakout Sessions	1:30 p.m. - 2:30 p.m.
Activity in Marketplace	2:30 p.m. - 4:00 p.m.
Breakout Sessions	4:00 p.m. - 5:00 p.m.
Evening Reception	6:00 p.m. - 7:00 p.m.

Friday, April 25, 2025

Conference Registration	7:30 a.m. - 1:30 p.m.
Well-Being Room Open	8:15 a.m. - 10:00 a.m.
General Session: Annual Meeting of the Members, Executive Panel, Hall of Fame Inductee Presentation	8:30 a.m. - 10:00 a.m.
Marketplace	10:00 a.m. - 12:30 p.m.
Networking Break in Marketplace	10:00 a.m. - 10:30 a.m.
Breakout Sessions	10:30 a.m. - 11:30 a.m.
Lunch in Marketplace	11:30 a.m. - 12:30 p.m.
Breakout Sessions	12:30 p.m. - 1:30 p.m.

NOTES: A Well-Being Room will be available each day of the conference and there will be dedicated space and time for FRIENDS OF BILL W on both Wednesday and Thursday; more details to follow.